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TO: Distribution **DATE:** March 23, 1994

FROM: Karen Ando KA

SUBJ: Transitional Awareness of Country Store Program

This memo outlines topline awareness of the forthcoming Country Store program. Findings are based on three weeks of Continuous Tracking data from March 3 - 20, 1994, to reflect a period after the Adventure Team conclusion.

Key Findings:

Awareness:

At approximately 6 weeks prior to the beginning of the program, 10% of total smokers are aware of the Country Store program by name.

- Almost all of the awareness is aided; few of the aware smokers volunteered the name without being prompted.
- In comparison, 10% is the same level of total smoker awareness attained for the Adventure Team at the close of December, 1992, immediately prior to the program's start.

Participation:

While only one in ten smokers is aware of Country Store, more than three times as many say that they are expecting that Marlboro will sponsor another program.

As a result, 13% of smokers report that they are still collecting miles after the conclusion of the Adventure Team.

- In comparison, 18% of total smokers were actively collecting for the Adventure Team through February, '94.

Hold-Over Inventory:

On average, these interim collectors are holding slightly over 1,000 miles, down from the pre-MAT deadline average inventory of approximately 1,900 miles (Feb. '94).

- Notably, the majority of these collectors are holding more than the 300 Adventure Team miles being accepted for redemption in the Country Store program.

Number of Miles Currently Holding	**Post-MAT Collectors** %
5 - 200 miles	26
205 - 500 miles	21
505 - 1995 miles	24
2000+ miles	22
Mean	**1,030**
Don't Know	7

Distribution:

D. Beran, N. Ellis, N. Lund, N. Parmet, S. Piskor, D. Stern, J. Taylor, A. von Germeten, T. Young, T. Alleyne-Chin, P. Sica, J. Turner, R. Whalen, K. Eisen, E. Gee

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